



# CRYBABIES

Get a taste of a Crybabies Sweet-n-Sassy jalapeño and it's hard to eat just one. This yummy delicacy is the brainchild of local residents Virginia Ellis and Tracy Sage. Both stay-at-home moms who share a love for cooking, Virginia and Tracy worked hard creating a unique recipe for the sweet, spicy treat as well as an unforgettable name for their product.

Friends for over a decade, the two spent many hours brainstorming ways to tap into their creative and culinary skills. Once they decided on the product and name, the next learning curve was meeting FDA requirements, plus getting their business license and company paperwork in order. In addition, they sent their finished product to Texas A&M University to have it analyzed for nutritional content and shelf life.

Crybabies hit the shelves for the first time just before May 5, 2005, Virginia said. Just recently, the partners took the company public.

"Crybabies are on the menu at George's Restaurant in Waco and also at Hewitt's Rosati's Pizza," Tracy said. "Businesses and people in the community have been unbelievably supportive and receptive to our product. We couldn't have done it without their encouragement."

Tracy and Virginia each have a teaching degree from Baylor University and three kids. The partners still make the products themselves at a local commercial kitchen and love reading the comments they receive on their website.

Crybabies are sold online and also locally at Spice, Jan's Perfect Presents, Carol & Co., Lane's on Austin, Dicorte's, Honeybee Ham and Rosati's Pizza as well as other locations throughout Texas. The company ships Crybabies all over the United States and has even received orders from Japan.

[www.luvcrybabies.com](http://www.luvcrybabies.com)

